

APPLICANT'S ART CITATION  (Use several sheets if necessary)	Application 09/808,538	OFGS File No. P/2293-14
	Applicant Craig Mowry	
	Filing Date March 14, 2001	Group Art Unit 3622

## U.S. PATENT DOCUMENTS (not submitted for applications filed after 6/30/03)

Examiner Initial	Document Number	Date MM-YYYY	Name	Class	Sub-class	Filing Date If Appropriate
	US-7,236,969	06-2007	Skillen et al.			
	US-6,269,361	07-2001	Davis et al.			
	US-6,236,975	05-2001	Boe et al.			
	US-5,717,923	02-1998	Dedrick			
	US-2001/0042002 A1	11-2001	Koopersmith			
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	US-					

## FOREIGN PATENT DOCUMENTS

	Document Number	Date MM-YYYY	Country	Class	Sub-class	Translation	
						Yes	No

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	Encyclopedia of Library and Science, Volume 71, Allen Kent, pg. 156 (2002).
	http://en.wikipedia.org/wiki/Keyword_advertising
	http://news.cnet.com/Pay-for-replacement-gets-another-shot/2100-1023_3-208309.html

Examiner	/Arthur Duran/	Date Considered	03/05/2009
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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP § 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.